

# American Views on Movies and Christian Values

Survey of 1,054 American Adults

# Methodology

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- The online survey of adult Americans was conducted March 25, 2013
- A sample of an online panel representing the adult population of the US was invited to participate
- Responses were weighted by region, age, ethnicity, gender and income to more accurately reflect the population

# Methodology

Continued

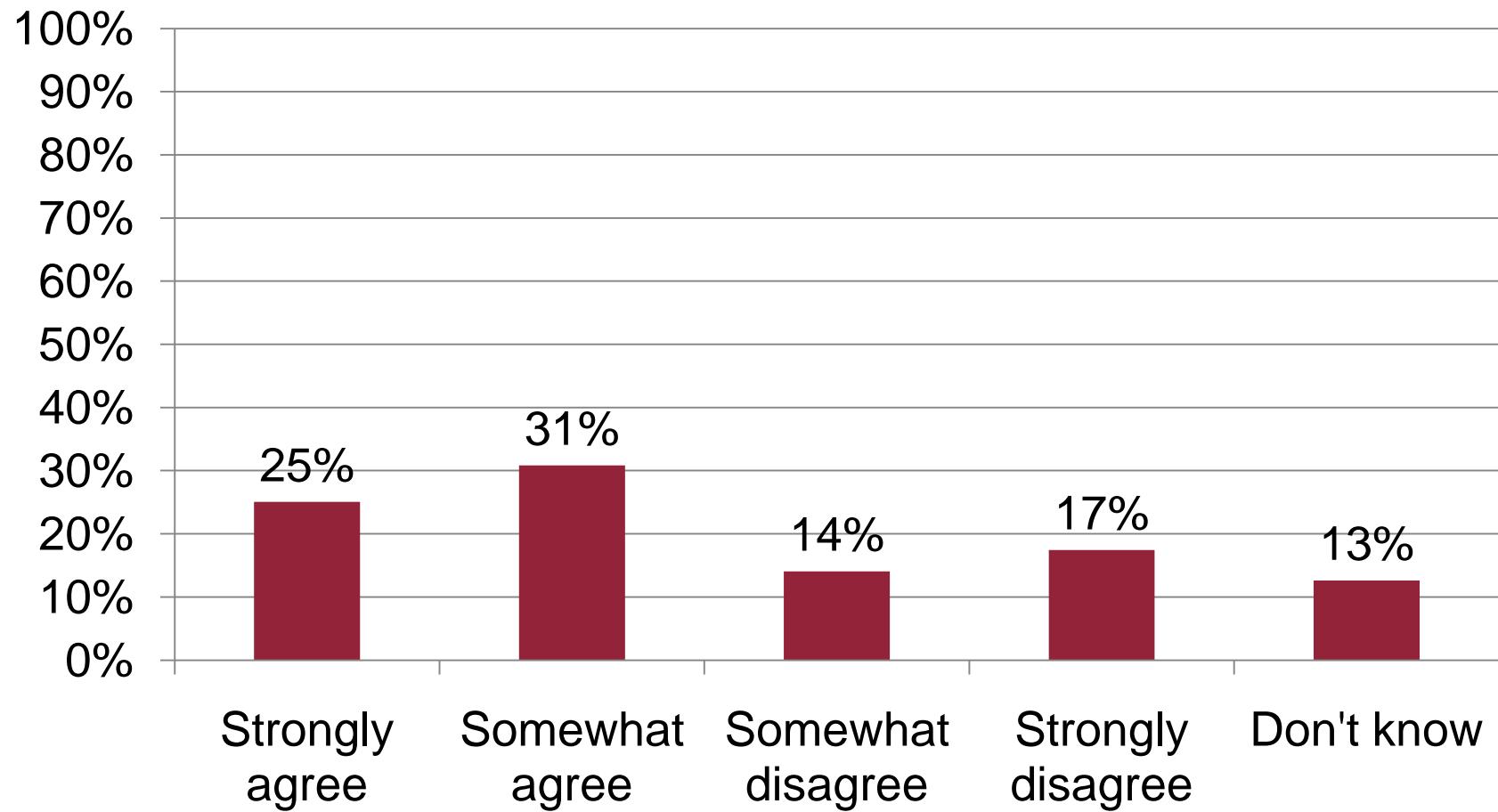
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- The completed sample is 1,054 online surveys
- The sample provides 95% confidence that the sampling error from this panel does not exceed ±3.1%
- Margins of error are higher in sub-groups

# Survey Responses



# The majority wish there were more movies that reflected Christian values.



Q: "I wish there were more movies that reflected Christian values."

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# Significant Differences

Region  
Age  
Gender  
Education Level  
Church Attendance

Born-again, evangelical, or fundamentalist Christian

# Significant Statistical Differences

- Comparisons were made to determine if there are any significant statistical differences among region of the country, age, gender, and education level. Each category was divided into four groups.

| Region    | Age   | Gender | Education Level   |
|-----------|-------|--------|-------------------|
| Northeast | 18-29 | Male   | No College Degree |
| Midwest   | 30-44 | Female | College Degree    |
| South     | 45-54 |        |                   |
| West      | 55-64 |        |                   |
|           | 65+   |        |                   |

Notes:

Region is defined by US Census locations

# Significant Statistical Differences

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- Comparisons were made to determine if there are any significant statistical differences church attendance and whether they consider themselves a born-again, evangelical, or fundamentalist Christian.

| Church Attendance                           | Born-again, evangelical, or fundamentalist Christian |
|---|--|
| More than once a week,<br>About once a week | Yes  |
| Once or twice a month                       | No, Don't Know                                       |
| Only on religious holidays                  |  |
| Rarely                                      |  |
| Never                                       |  |

# “I wish there were more movies that reflected Christian values.”

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- Americans in the South (32%) are more likely to Strongly agree than those in the Northeast (15%) and West (22%)
- Americans in the West (22%) are the least likely to Somewhat agree
- Americans in the South (12%) are less likely to Strongly disagree than those in the Northeast (22%) and West (25%)
- Americans age 18-29 are the least likely to Somewhat agree (21%) and the most likely to Somewhat disagree (22%)
- Americans age 18-29 (27%) are more likely to Strongly disagree than those age 45-54 (9%), 55-64 (14%), and 65+ (13%)
- Men are more likely than women to Somewhat disagree (16% to 12%)
- Americans with a college degree compared to those without one are
  - Less likely to Strongly agree (20% to 27%)
  - More likely to Somewhat agree (36% to 29%)
  - Less likely to Somewhat disagree (10% to 16%)
  - More likely to Strongly disagree (22% to 14%)

# “I wish there were more movies that reflected Christian values.” continued

- Americans who attend worship services at least About once a week are the most likely to Strongly agree (57%) and the least likely to Somewhat disagree (3%)
- Americans who attend worship service Only on religious holidays are the most likely to Somewhat disagree (36%)
- Americans who Never attend worship services are the
  - Least likely to Strongly agree (5%)
  - Least likely to Somewhat agree (14%)
  - Most likely to Strongly disagree (56%)
- Self-identified born-again, evangelical, or fundamentalist Christians are
  - More likely to Strongly agree (55% to 13%)
  - Less likely to Somewhat disagree (10% to 16%)
  - Less likely to Strongly disagree (2% to 23%)

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